

# Make it Happen



## Getting Started with BRX

A short guide by Ed Nash - Regional Director



# How to get started

**BRX is a Business Network so the normal business courtesies apply, just as if you were joining a business team in any organisation.**

The meetings are a business commitment and should be regarded in the same way as a member would regard a meeting with a potential or existing customer. However social a group may be, the meeting is held for members to generate business and the focus is always on that aspect. You are therefore expected to attend every week, arrive in good time to network with the other members, greet visitors and send someone to represent you on the odd occasion when you cannot be there.

Think of the Group as if it were a Rugby team – with 15 players we are geared to win; if they do not all turn up and we have no reserves then we will find it hard to win business regularly.

You are required to complete a standing order for the meeting fee. A copy is enclosed. Please ask the Treasurer for the Group's Bank Details and submit it to your group treasurer or your bank as soon as possible.

This not only relieves the burden of administration on the Group Treasurer but ensures that, should you need a substitute, their meeting fee is paid.

BRX Groups prosper through three vital elements:

TRUST  
UNDERSTANDING  
COMMITMENT

You build trust through:

- Your reliability and respect for the other members.
- By always following up on referrals promptly and remaining in touch with the referrer.
- By giving testimonials to other members who help you.
- By helping the Group to develop by introducing visitors.

Trust is also built through giving. We do not put members under pressure to give Tips Leads Recommendations and Referrals rather we show how it is done and encourage all to take part. On the other hand those who give unfaithfully receive good business through referral. Make giving your watchword.

The Group works well when all members help it to. There are a number of small jobs to be done in addition to those carried out by the committee. Ask what you can do to help even if it's only a simple task such as greeting visitors or setting out the meeting table. When all take a part, meetings go with a real buzz.





# Presentations

In order that the members of the Group understand each other's business in depth, all need to deliver regular presentations. These might be varied from meeting to meeting but be prepared to give a one minute snapshot of your business within which you can ask for specific introductions. A working sheet is in this booklet.

Standing up and doing a thirty or sixty second presentation every week is an opportunity for the members in the group to learn about different aspects of your business which they may not already know; the more that people know about your business the more likely they are to recognize the triggers to generate referrals. When preparing your presentation, please be as specific as you can about the contact or company you would like to get in touch with. Only by asking can the membership help you to fulfil your request.

Regularly, one member of the group is able to give a longer presentation on their business which gives you the chance to give an even better understanding of your affairs and the referrals you wish to be given. It allows you (within reason!) to impact on the others through a varied format. It can also be great fun.

Some Groups give members the chance to run an entire meeting which might be themed on a certain subject with the aim of extending vital trust and understanding.

Approach the Group Programme Manager early on and book a date for this presentation. The sooner that the other members get to know you, the sooner referrals will start.

As an alternative to a formal presentation there can be a short presentation followed by a brainstorm where each member can ask questions about you and your business. This is an ideal format for a business new to the Group or one that is looking for ideas from other members.

Often one or more members can be put under the spotlight through a BRX Synergy Session. This powerful tool harnesses the strength of the Group to solve individual business problems and give vision.

If you are experiencing business problems of any sort – ask for a Synergy Session



# Targeting

Any enterprise is more likely to succeed when set targets. The Group leadership team may for example set targets for recruitment of new members.

You need to set targets from the outset in order to benefit from business by referral.

The first thing is to be clear on the difference between **Process** and **Objectives** when planning your presentations.

The planning sheet on the next page gives you guidance as to the breakdown between describing your business and how it works – and the new work that you are striving to get.

When describing your business process, tell of what makes it different, what you offer that excels, give an example, success story, use action words – said, did, achieved, made etc

When asking for your objectives, be specific and always, always, always, use the words:

**“Who do you know who?”**

e.g. Is it a lettings agent, manufacturing engineer, conveyance solicitor, facilities manager etc?

The Army has a well –proven saying: “time spent on reconnaissance is never wasted”

They spotted thousands of likely targets before the Gulf War started then hit them. They won.

Who is around you? Use business directories, online directories, the Chamber of Commerce to reconnoitre your targets, put them into a priority list then ask for them, three at a time, each week.

Those who make best use of their 60 seconds balance process with objectives.

Those who say that they are looking for “any” business get none.

And it's nearly impossible to target people “who are looking to change...” Except at open networking meetings or 121's.

# Planning & Preparing

## 1. Introduction

- My Name is...
- My Company Name is...
- We help our clients to....  
(Keep it BRIEF and leave it OPEN)
- What we do is...

## 2. The Body of the Presentation:

- Who do you know who...?  
(Be SPECIFIC)
- We want to talk to them because...
- What we will do is...
- How we will do this is...
- So, who do you know who.....?

## 3. Close

- My Name is...
- My Company Name is...
- My business is...
- Memory Hook



# Format of a Meeting

Whilst there is no set format of a BRX meeting, three elements are always there – networking, presentations and business referral exchange.

Thus said, this is a typical format:

- Networking and Breakfast
- Introductions and Notices - Chairman
- Thirty/Sixty Second Presentations by each Group member
- Five/Ten Minute Presentation by one member/Toolbox Format
- Referrals
- AOB

# The Referral Session

The main reason for coming to the BRX Meeting is to generate referrals. Nearly everything we do at a BRX meeting is focused on generating referrals. We network to generate referrals, we sit down at breakfast and talk to other members with a view to generating referrals and we stand up and do a sixty second presentation with a view to generating referrals (asking for the contacts or introductions that you want for your business). The referrals or contributions session is always the last part of the meeting for these reasons.

The referral slip has three sheets – a white copy, yellow copy and a pink copy. The white copy is always given to the person who is receiving the referral, the yellow copy is kept by yourself for your record and the pink copy goes to the referral secretary for their record. BRX is here to assist you in the generation of Referrals both for yourself and for the members.

The Referral slip has 4 categories: Tip, Lead, Recommendation and Referral. Our aim is to generate Referrals, this means that the person or business requiring the service is looking to receive a call from the BRX member who might be able to supply the service required.

# The Art of Good Referrals

Some members on first joining worry about being able to give referrals, quite without foundation. Referrals are the reason we meet but there are many ways of giving to the Group before you are able to give a referral. You may be able to give useful information that you have gleaned from elsewhere as a **TIP**.

It is, in any case, impossible to give a referral immediately following a request around the table. A referral means that the prospect has been alerted to your call and is expecting it.

Listen for triggers that start a train of thought for you. This then makes coincidence a normal event. For example one member listened to a will writer describing how to safeguard an inheritance from tax. The very next day, in discussion with his father the subject came up naturally and the referral was made.

Do telephone the member you are referring straight away. The paperwork can wait for the next meeting.

Members can prosper from your **recommendations** - if you know a good plumber for example, or a member of another

BRX Group who might be a strategic partner for a member of your Group.

If you know the name of a likely referral contact but cannot get to speak to them – put them into the business exchange as a **lead**. One of your Group might be able to develop this into a referral or alternatively know someone who can.

Other things that you can give at the Business Referral Exchange include testimonials to other members or a question to another member that might hasten a referral.

The words “nothing this week” plays no part in a BRX meeting, each member has the chance to contribute to the overall wealth of the Group, no matter how small a contribution and it will be welcomed.

Take a note of likely triggers in the notes section of this handbook and refer to them during the week. It is amazing just how easy some coincidences then become. What one of our Chairmen calls “The Light Bulb Moment” when it all clicks into place.

# The Management Team

Like any business team, a BRX Group needs a strong management team to be successful. Ideally, if every member of the team takes a part then the Group will prosper and give everyone a sense of achievement.

A brief description of the roles is:

## Chairman

The chairman manages the meeting and leads the Group, delegating certain parts of both the meeting and the management to other members. The chairman will normally have a Deputy who runs the meeting when the Chairman is away and may have another function such as Programme Manager or Policy Committee leader.

## Finance Manager

The Finance Manager controls the Group finances and is responsible for the collection of meeting fees and special levies, payment of bills and giving a monthly account to the Group and Area and Regional Partners.

## Programme Manager

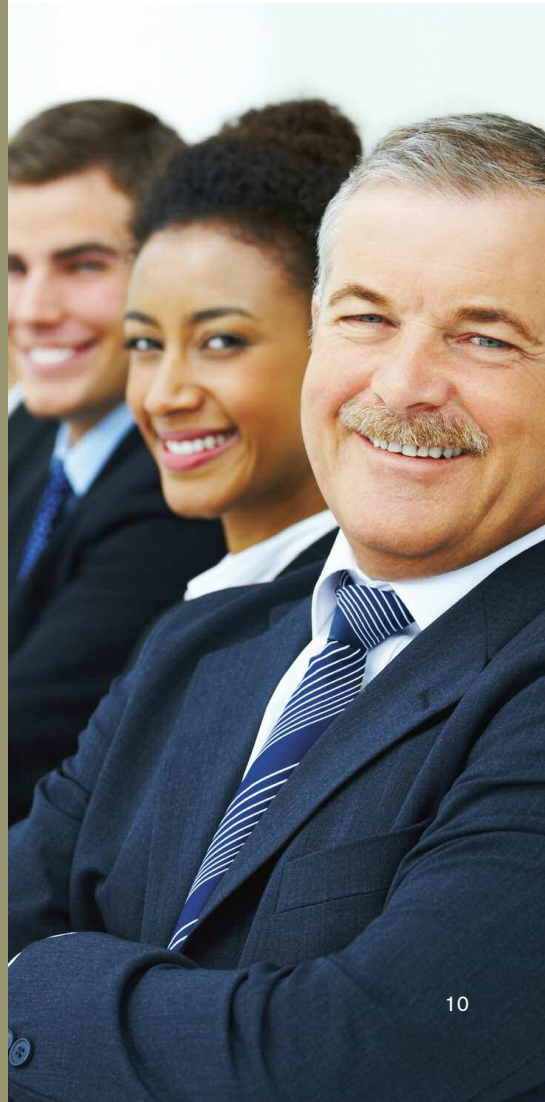
The Programme Manager is responsible for deciding on the Group Programme for six months. He or she appoints facilitators for the weekly format, plans extra events, books outside speakers, liaises with other Groups re joint meetings and gives feedback to Partners.

Membership Executive – the Membership Executive is responsible for recruitment, retention and the enrolment and mentoring of new members. He or she processes new member applications to the Regional Partner.

Other Group Roles – other Group Roles may be taken in turn by other members and include:

- Early Bird Greeters – arrive early; meet early visitors, set out the meeting table, information table and business cards. Take on-door meeting fees.
- Facilitators – run the specific Referral Development part of the meeting.
- Mentors – look after and guide new members and visitors.
- Hub – run the Group communication hub.
- Website – ensure that the Group page is kept up to date on the website.
- Referrals – facilitate the referrals and Contributions session. Statistics.
- Social – arrange social events.

You can volunteer for any of the Roster appointments as soon as you join. The main roles normally change every six months and are chosen at a closed meeting.



# Recruitment

The most effective and vibrant Groups are constantly on the lookout for new members. Full numbers mean a full basket of referrals. Members leave for all sorts of reasons and unless we are constantly looking for new blood, then the Group will dwindle and become less effective.

Casual visitors extend your contacts and develop your network in your favour.

The Regional and Area Partners will be constantly alert to possible new members and will be running an ongoing recruitment programme.

BRX is however a partnership; when all the members pull together and share the burden of attracting new members.

Various tools and measures are available to help members to recruit; here are the most relevant:

- Use the BRX invitation cards to invite two or three people a week – make a habit of it. 15 members each inviting 3 a week means 180 invitations per month, and that means 18 visitors on average, 200 a year.

- When you attend other networking or social events, tell others about your Group and invite them along to a meeting. Send their details to your Area or Regional Partner so that they can send a Constant Contact invitation.
- If they decline your invitation, use “who do you know who” to ask them for third party invitees.

BRX gives certain incentives to help the process along.

For each person that you invite who subsequently joins any BRX Group you will receive £50

Receive a further £50 for adding the BRX logo to your emails, letterheads and business cards together with the wording:

“A proud member of the Business Referral Exchange”

Your Regional Partner will provide you with the necessary logos and will need to approve this on your material to trigger a £50 cheque.



# Business & Social Networks

BRX introduces you to online networking via two close relationships:

## Ecademy

[www.ecademy.com](http://www.ecademy.com)

A British, but international, network in its tenth year. You are able to put up a profile, join over 1000 business clubs and post your offerings on a unique marketplace. Quirky, friendly, addictive and fun.

There are three classes of membership at Ecademy:

- Blackstar (costs £100 + per month) (exclusive world-wide networking club)
- Power Networker (£10 per month, access to all except Blackstar)
- Basic Networker (free but limited access)

BRX members are offered a three month trial membership at Power Networker level. A code for this is with your joining pack.

## Business Scene

[www.business-scene.com](http://www.business-scene.com)

A British site with extensive UK coverage. Membership gives access to a number of sponsored business events throughout the UK.

Two levels of membership – Premier and basic (free). Costs not yet decided.

## Business Directories

These online directories are useful to find both potential members and potential clients. Some allow membership whether paying or free:

[www.thebestof.co.uk](http://www.thebestof.co.uk)

[www.accessplace.com](http://www.accessplace.com)

[www.countyweb.co.uk](http://www.countyweb.co.uk)

[www.freeindex.co.uk](http://www.freeindex.co.uk)

[www.bizfo.co.uk](http://www.bizfo.co.uk)

[www.citylocal.co.uk](http://www.citylocal.co.uk)

[www.businessandnetworking.co.uk](http://www.businessandnetworking.co.uk)

This list is not exhaustive and we welcome feedback and recommended new sites from members.





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